CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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Regulations Nixed, Say Indies

Insist Ottawa Cold to Director's Freeze Draft

The regulations being studied at Ottawa which would, if passed, freeze the business conduct of the industry, will not be returned with an official seal of approval, according to the group of Independents objecting to them. The nixers are willing to wager and give the odds. Many and vigorous representations have been made direct to Ottawa officials from these Indies, going higher than the wartime Director of the industry and his immediate superior. On the other

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Troops Honor Lionel Payne

Canada's one-man effort, Listowel, Ontario's Lionel W. Payne, was the object of an envied honor last week, a present from the officers and men of A29 Advanced Infantry Training Centre. Major W. Mathers presented the Listowel exhibitor with a quarter-hour

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Dewey Bloom Rings the Bell

The one idea in a long time which has excited picture exploiteers right across the continent and drawn the curiosity and admiration of advertising men everywhere started in Toronto through Dewey Bloom, Regal's very-much-alive booster. Regal, of course, is

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British Release RKO Coin

The British Treasury is reported to have released $2,000,000 of the $3,000,000 rentals money frozen in England. RKO is said to have made a special plea for some of the large amount.

Some of the studios have felt the lack of funds frozen in other countries. Production costs are apportioned according to areas and populations and the cutting off of funds means trouble when production gets under way or is planned.

20th Century-Fox Convenes Here

Twentieth Century-Fox Films' Canadian branch managers met at the Royal York, Toronto, last week.

William C. Gehring and Tom Connors attended the meeting.

Paramount Meets In Toronto

Paramount Pictures will offer 64 shorts for next season, according to Oscar Morgan of the Shorts Subjects department. Mr. Morgan made the announcement at the Canadian convention of the company, held at the King Edward Hotel, Toronto, last week. The speaker pointed out that this

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Pioneer Gets Alliance Pix

Pioneer Films, under Oscar Hanson, has acquired the product of Alliance Films, which is owned by Ray Lewis, who operates the Avenue and Pylon in Toronto. Alliance has been distributing English pictures in Canada, most of them from Ealing studios. The

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Oullahan to Army Missus Pinch-Hits

George Oullahan, the popular head of Pioneer Films' 16 mm. department, which distributes Paramount smallees, has left to join the National Council of YMCA War Services.

The Oullahan name will still prevail there, however. George's wife, Beth, has taken charge of the department. Prior to their marriage she was with Empire-Universal and her return to the business has won much approval.

Good luck to both of them.

Milligan Boodled

Maurice Milligan, well-known exhibitor, was robbed of a couple of current treasures—two tires. They were taken off his car while he was in Sunnyside softball stadium watching his favorites, Sunday Morning Class, in action.

Nathanson Gets Phoney Rap

N. L. Nathanson, perhaps Canada's outstanding theatre business personality, whose name has cropped up many times of late in connection with the Canadian Broadcasting Corporation, was singled out for attack in an article about the CBC by Raymond Arthur

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Congratulations

George McEwan, pinch-hitting for Steve McManus right now at the Bayview, Toronto, was married in Dunnville, Ontario, to Miss Fleurette Roy. George, formerly assistant-manager under Chuck Smith at the Royal, North Bay, has been swinging around the 20th Century Theatres circuit of late.

The Front Counts

Stuart Gillespie, manager, and Larry Ryan, assistant, smile out of the attractive display they rigged up for the Marks Theatre, Oshawa. Lower section is a model of the theatre itself.

20th CENTURY-FOX'S MARCH OF TIME

Twentieth Century-Fox has signed the March of Time for release through the company's distribution facilities. RKO handled the documentary shorts for the past seven years. Spyros Skouras of Fox and Roy E. Larsen of Time, Inc., signed the deal. Louis de Rochemont is the producer.

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HYE BOSSIN, Managing Editor

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Strife Stuff

What kind of program best meets the current taste? War pictures vs. escape films—which come closest to the public demand? What does the public want of films, recreation and entertainment or inspiration and information? Most exhibitors would say recreation and entertainment.

But according to the latest assay of public preferences, the movie patron wants a well-balanced program, one that includes everything. And he or she is not afraid of the grim realities of war as pictured by Hollywood, etc. That was an earlier impression that came much closer to being true a year ago than it does today. War pictures weren't being as well made as now. Newsreels, in particular, got many criticisms for their unvarnished presentation of the havoc of war. One Canadian screen critic complained many times of the unpleasantness to be encountered in Canadian theatres.

Then, for a while, war shots became less and less frequent. Even the fall of France seemed remote. Suddenly came the great raids on England, the attacks in Libya, the Japanese attacks upon American and Empire territory, the spirit-lifting reversal of the Nazis in Russia, one after the other. Somewhere between them the people rediscovered the war.

It would have been our greatest tragedy if the average people of the continent had remained but slightly aware of the war and the need for sacrifice. Hollywood and Elstree were turning out war pictures when they meant only minor box-office. When, with the new and deeper realization of the meaning of the war to each and all, the cry arose for war themes, the motion picture industry, from production to exhibition, was ready to provide it.

We would have deserved the worst condemnation if we hadn't been.

Facts and Figures

The current preference in the matter of newsreel content is very interesting. The newsreel was the target of those who thought that the mere entry into a theatre should be synonymous with escape. Now the Motion Picture Research Bureau, under Dr. Leo Handel, gives the result of a poll made to determine newsreel tastes. The result shows that 85 per cent of the patrons questioned want varied types of war shots in the newsreels. The men reached a figure of 89 per cent and women voted 81 per cent for strife stuff.

The Canadian public had these preferences before the American, being deeper into the war until recently. During the last year 26 government clips were added to newsreels from the United States being shown in Canada. These were beside the usual inclusions of Canadian shots, most of which were about the war, and the war shots that come with the newsreel. Then there are the National Film Board shorts. We've had our share of reality in theatres for a long time.

Play the war, Sydney Bernstein told American film men, and they're doing it now. Added to it being their duty, it's what the public wants.

That combination in action is heartening. The public isn't kidding itself any longer. It wants to know what's going on and what the country needs to win. And it is prepared to go far beyond that in providing it.

Nathanson Gets Phoney Rap

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Davies, a political writer of considerable standing. Nathanson's connection with the motion picture business led him to be accused of "not desiring anything on the radio which might keep customers away from movie palaces" by Davies.

The article, called "What About the CBC?", appeared in the Canadian Tribune, a Labor weekly published in Toronto. Davies is a regular contributor to Saturday Night, the current issue carrying an article by him on the subject of Labor and Management. He is well-known in the Canadian writing field as a contributor to Magazine Digest, the Star Weekly and other newspapers and magazines.

Davies defended Gladstone Murray, CBC head, who is the target of much criticism now. Of Nathanson, who has played little part in the present controversy, he wrote:

"The CBC is headed by a Board of Governors consisting of political appointees of the King Government, almost all of whom directly represent the 'vested' interests of the country. This, in the present situation, would not in itself militate against the usefulness and capability of such a board.

"What is more serious is that the leading individual on the Board of Governors is N. L. Nathanson, a motion picture tycoon whose interest in radio is in conflict with his major interest in films. Mr. Nathanson's business interests inhibit him from desiring anything on the radio which might keep customers away from his movie palaces.

"Mr. Nathanson wants to save money instead of spending it on better programs and publicity. Mr. Nathanson is a 'business' man and hence wants the CBC (succeeds in having the CBC) accept more and more money for commercial broadcasting, frequently sacrificing the public interests."

Further down in the article the writer repeated his charge of movie interference: "What we need is good publicity for the CBC, an end to radio-press rivalry encouraged by the advertising media of the movie industry."

Motion picture executives, on being asked their opinions of Davies' claims, said they were ridiculous. Motion picture people at no time have interfered in radio and many are using it every day in advertising their theatre programs. Regal Films, one of Nathanson's interests, makes advertising records and encourages exhibitors everywhere in Canada to patronize Radio by using them.

It is considered that N. L. Nathanson, in the present instance, is a victim of his zeal for public service, leaving himself open, because of his motion picture connections, to ill-founded charges such as the Davies' one.

Regulations Nixed—Indies

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hand, it seems that the chains and distributors have not lent anything like approximate support to the okaying of the draft. Not because they disapprove of it. There is a lack of willingness on their part to indulge in an unseemly squabble.

Mr. R. C. McMullen, Ottawa's Director of the Theatre and Film section of the Wartime Prices and Trade Board, told a Film Weekly reporter before he (the Director) left for his vacation that he anticipated the approval and return of the draft of regulations as submitted. It was his opinion that the draft would be returned last week. So far it still lingers in Ottawa.

The first public information of what is contained in the draft is provided in the 32-page booklet issued by the Barnett E. Laxer organization, the Independent Motion Picture Exhibitors of Ontario, and endorsed by their national extension, the National Council of Independent Exhibitors. This booklet makes many sharp attacks on the conduct of the distributors and chains.

Mr. McMullen, as part of the agreement with the Advisory Council, has refused to make public the draft or any sections of it until it has been finally approved and become law. The booklet reveals certain portions of it to which the Laxer Indies are objecting.

These are (1) moving the basic period forward one season, (2) the lumping of top category pictures with special features and (3) the forced buying clause.

The Indies have long requested a guarantee of future product but apparently the measures worked out by Mr. McMullen to provide it don't suit them. And they're willing to wager that Ottawa won't okay them.

Complete Theatre Equipment and Supplies
COLEMAN ELECTRIC CO.
258 VICTORIA ST:,
Toronto, Ont.

Troops Honor Lionel Payne

(Continued from Page 1)

Westminister chime clock in a beautiful walnut case just prior to the parade period, with all the soldiers in whose behalf he acted standing by and cheering. The scene took place behind the Bennett Barracks.

"We are honoring one who has gone out of his way to do everything humanly possible for soldiers," said Major Mathers. "Nothing has been too much. Never in my days in the army have I met a man so generous."

The officer stated that the idea had come from the men. "Some time ago they started a movement to express their appreciation for all you've done for us," he told Mr. Payne. The soldiers, due to be moved to a new camp which is almost ready, decided not to wait any longer.

The honored one made a pleasing reply, thanking the officers and men for the token of their remembrance of him. The clock was in appreciation of the efforts of Mrs. Payne also, who yields nothing to her husband in generosity to the lads in khaki.

Lionel Payne's great work has won him national notice and inspired many another to imitate him. Some months ago Maclean's, Canada's greatest weekly magazine, published a biographical story of the Listowel man and his work, paying proper tribute to his wife's help. The presentation to Payne was a front page story in the Stratford Beacon-Herald.

The figures offered challenged believability. For instance, in 1940 Payne, who operates the Capitol Theatre, gave out 1,710 free tickets, 60,000 cigarettes, 900 cups of hot coffee and tomato soup, 675 chocolate bars, 55 cigars, 350 automatic pencils, 32 cases of tomatoes and 5 crates of oranges. He even supplied 12 pianos to different recreation halls.

Remember, that was in 1940. It would take a statistician to check it now.

Payne weighs 275 pounds but he gets around more than anyone you ever saw—because he's all heart. And though he acts as his own manager and operator, he finds all the time he needs, with the help of Mrs. Payne, to follow his heart.

Son to Cupples'

A red-headed little fellow has arrived at the home of Mr. and Mrs. William Cupples of Sudbury. Bill is the manager of the Grand Theatre in that Northern hive of industry and they can always use one more hand there to help the war effort. The folks are wishing Mr. and Mrs. Bill the best of luck. It's their first.

The Better Half

The description of the helpmate as "The Better Half" is more often gallant than true. Or so it seems to me. I can be wrong. Not having one, I wouldn't know for sure. A story comes to mind along those lines. Two cronies were in the habit of playing checkers every night for 20 years in the home of one of them. The lady of this home watched the reds-and-blacks skipping about throughout each evening. There came a night when the visiting player failed to show up, being ill. The husband asked the wife, who had watched the game in progress down through the years, to substitute. "Oh, I couldn't," she answered. "I don't know the game!"

All this to introduce an outstanding example of the other kind of wife, Mrs. Pete Harrison. Pete is the manager of the Capitol, Cobourg. Pete, you'll be sorry to hear, is quite ill, having been bedded for some time past. So Mrs. Pete, who has been around theatres for 18 years, is carrying the ball and doing a darned good job of it.

That's good news for another reason. Knowing that makes Pete feel a little better. However, due credit must go to Stuart Smart, the asssitant manager, who is covering plenty of territory to keep the game going smoothly. Attagirl and attaboy!

* * * *

Jackie's Back

Jackie Breen, who tamed tough movie patrons with his tones, is on his way back now. Jackie disappeared from the screen when time caught up with him, yanked him upward out of the cute age and tangled his soprano and tenor note with bass and baritone ones. Republic thinks Jackie is in condition again for more adolescent roles.

Young Breen is a product of the Queen City and will be well remembered in the Dundas-Spadina area as a bright and mischievous kid who found that God's gift to him was a handy way of scraping up a couple of extra nickels when he needed them. Not that Jackie needed them often, since Mrs. Borene, his mother, had a store in the district where the kids bought their candies and ice cream.

All the kibitzers knew Jackie Borene and his luscious lilts and all he needed was to walk into one of the hangouts. He would then be coaxed to turn out a tune or two, being rewarded with the smallest silver coin in the country, which still looked pretty big to a small boy.

Time took care of Jackie and he landed in Hollywood, fading out after some years of minor stardom. Now he's at bat again. Let's hope he scores again.

* * * *

Worth Copying

What seemed to be an explosion in the Century Theatre, Trenton, Ont., to the ears of outsiders was nothing more than a by-product of a bright exploitation idea by Ralph Tiede, the manager. A new way of interesting and pleasing the public is rare enough to earn comment here. Ralph did it.

He announced via poster and screen that the holders of Victory seats would get free passes. Ten of these were offered to the patrons whose seats bore a small felt V sticker on the underside. At the end of the last show the house lights were turned up for 30 seconds.

As one the audience rose and turned the seats up. That's what caused the noise referred to above. The idea interested every last person in the house and will prove a future draw for all who were present.

The idea can be hooked up with other ones. It certainly is a simple way of inducing audience participation at a minimum of cost and trouble, as well as creating good-will. The element of chance is intriguing to all and this is one way of making use of it.

Dewey Bloom Rings the Bell

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MGM in Canada.

Bloom screened "Mrs. Miniver" for a group of people and discussions with J. C. Porter, advertising head of Simpson's, Canada's famed department store, led to a full-page endorsation of the picture to coincide with its opening at Loew's, Toronto, where it is still running.

The favorite phrase being used to describe it by fellow-drumbeaters and others is "It's the first time it happened anywhere." The appearance of the Toronto ad caused an explosion among retail store advertising chiefs across the Dominion and one after the other began doing the same thing. The result has been the greatest free advertising campaign in the history of motion pictures. And all done quietly and modestly.

Each day new tear sheets are coming into Bloom's office from many points in the Dominion, as well as countless enquiries. The ads range through every size. Some incorporate appeals for the various war drives in the ad. Many merely reprint the famous speech from the picture. There are ads by single sponsors and others produced co-operatively. All have kept their ads clear of merchandise mentions.

Besides the Simpson's ad, Eaton's offered one in Montreal, as did the Steinberg's Wholesale Groceterias of that city, these being printed in English and French. In Winnipeg the Hudson's Bay Company took up the praise and in Hamilton 21 merchants united for a co-operative ad.

It's really something. It took the right picture—and the right man was no handicap, either.

Now

AS FOR THE PAST 30 YEARS

For Satisfaction In Theatre Equipment

PERKINS ELECTRIC COMPANY LIMITED

377 VICTORIA STREET TORONTO — 3037 ALBERT STREET MONTREAL

Digest of Reviews

20th Century-Fox

IT HAPPENED IN FLATBUSH

Payoff: A somewhat mild comedy-drama about the Brooklyn Dodgers ball team—which gives it strength. The showman-like Dodgers have had vast publicity and it may help bring in business for the film.

What Goes On: Lloyd Nolan is the choice for manager to succeed the skipper who has resigned. He finds Carole Landis in charge for the estate and personal conflict, mixed with love, starts. It all builds up to a ninth inning, two strikes-three balls situation for the pennant. The last ball is a strike, of course, which wins the pennant and the girl.

Sizeup: Sara Allgood, William Frawley, Robert Armstrong, Jane Darwell, George Holmes and a flock of others.

Republic

HI, NEIGHBOR

Payoff: Nice musical about college and matrimony. Some known radio draws.

What Goes On: Pappy Cheshire has a tough time keeping the agricultural college going and takes in summer boarders, who are finding sweethearts among the students. Chief opponent of unusual steps is the founder, Janet Beecher. The story takes it easy, making plenty of room for music and fun. Janet Parker and John Archer carry out the love story.

Sizeup: Lulubelle and Scotty, Vera Vague, Roy Acuff, Don Wilson, Marilyn Hare and Bill Shirley.

Universal

MEN OF TEXAS

Payoff: A bangup western with plenty of looting and shooting. It's staged in the Civil War period and has some fine sentiments of a patriotic nature for Americans. For anyone else it is still a swell action piece. The North vs. the South in Love and War.

What Goes On: Robert Stack and Leo Carrillo, reporter and photog respectively, are sent to Texas to cover post-war doings. The Texans are for the South and still resisting, being led by Broderick Crawford, ostensibly a patriot but really an outlaw. His sweetheart is the daughter of the town's most respected citizen. Stack shows him up and gets the girl, with Texans seeing the light.

Sizeup: A strong cast helps it plenty—Jackie Cooper, Anne Gwynne, Ralph Bellamy, Jane Darwell, Janet Beecher and John Litel.

Columbia

ENEMY AGENTS MEET ELLERY QUEEN

Payoff: A worthwhile addition to the series.

What Goes On: Enemy agents grab diamonds smuggled out by Free Hollanders and Ellery Queen chills the spies and gets the ice back.

Sizeup: William Gargan, Margaret Lindsay, Charlie Grapewin, Sig Ruman, Gale Sondergaard, Gilbert Roland and James Burke.

Vitagraph Shorts

ARGENTINE HORSES

An unusually beautiful two-reel Technicolor short of the background of South American horses and their accomplishments in North America. There are shots of Santa Anita and lovely South American scenes.

MEN OF THE SKY

The training of USAirman, photog'd in T'color. It's very well done, with emphasis on the human angle. Several graduates are used to bring in scenes of their background and loved ones. General Arnold pins wings on them at the opening and finish sees them on their way.

BUGS BUNNY GETS THE BOID (Merrie Melodies)

Warner's cocky rabbit outsmarts a dopey vulture, providing much laughter and tinting.

FANCY FABLES (Merrie Melodies)

Series of snappy gags based on familiar fairy talez. In T'color.

Reviewed Earlier

THE TALK OF THE TOWN (Columbia)

A highly-intelligent comedy with a fast pace, deep interest and steady laughter. Cary Grant is a fugitive radical hidden by Jean Arthur in the home of Ronald Colman, dean of a law school. The romance, Arthur, induces Colman to defend Grant. The latter gets the girl and the former a Supreme Court appointment. With Glenda Farrell, Leonid Kinsky, Edgar Buchanan and Rex Ingram.

SABOTAGE SQUAD (Columbia)

Spy story with suspense and speed. Sydney Blackmer is the Nazi spy run down by Eddie Norris, a bad egg, and Bruce Bennett, a cop. Kay Harris is the girl.

BLONDIE FOR VICTORY

Blondie forgets her wifely duties because of patriotic fervor. Dagwood pretends to join the army to bring her back to the kitchen. In the same popular groove. Penny Singleton, Arthur Lake, Stuart Erwin, Larry Sims and Jonathan Hale.

FOOTLIGHT SERENADE (20th Century-Fox)

Betty Grable, a showgirl, loves John Payne while being loved by Victor Mature, prizefight champ starring in the show in which Payne and Grable work. Good entertainment and plenty of music, though on a modest scale. Phil Silvers and James Gleason.

JOAN OF OZARK (Republic)

Judy Canova and Joe E. Brown clown in this story of hillbillies, night clubs and spies. There are four songs, Jerome Cowan and Eddie Foy, Jr.

BAMBI (RKO)

Mr. Disney has turned out his best yet. The story of the growth of a fawn in the woods told in beautiful color. It has a waiting audience of old and young.

To Supply the requirements of Your Theatre with

R.C.A. "High Fidelity" Sound Systems
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A NATIONAL THEATRE SERVICE

Pioneer Gets Alliance Pix

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deal, which turns over to pioneer some 20 pictures for distribution, is for a period of years.

Pioneer's other product is limited but specialized. There are some Westerns on hand but Hanson's big winner is "Birth of a Baby," which is yanking them in in droves. He also has the "Chaplin Festival."

Pioneer Films now has five offices across Canada. H. T. (Tubby) Long recently joined the company as general manager and Jim Foy is treasurer. The St. John branch, at 87 Union street, is headed by Sammy Jacobs; the Montreal branch, at 5975 Monkland avenue, by John Levitt; the Winnipeg branch, at 402 New Hargrave Building, by Victor Rackow; the Vancouver branch, at 1012 Davies street, by J. E. Arthur; and the Calgary branch is being readied now.

Pioneer Films is coming along in the business since Oscar Hanson separated himself from the Nathanson interests and went on his own. Foto-Nite, under Pete Barnes, is another Pioneer enterprise.

Film Folk Join Arts' War Council

Ray Lewis, editor of the Digest; Hye Bossin, editor of Film Weekly; Glenn Ireton, exploitation chief of Vitagraph, and Dewey Bloom, Regal exploiteer have joined the newly-formed Canadian Writers', Broadcasters' and Artists' War Council. Bloom is one of the organizers and a member of the executive board representing the film section.

Almost 50 Canadian radio, newspaper, film and art workers attended the first general meeting at the Carls Rite Hotel in Toronto last week. John Collingwood Reade acted as chairman and among those present were such names as Margaret Gould, W. A. Deacon, Raymond Arthur Davies, Henry Peterson, Monica Mugan, A. A. MacLeod and William Brown-Forbes.

The purpose of the new body is to assist in stimulating the war effort through the use of individual and callective talent represented by the membership.

Newman Here

Eddie Newman, manager of the Metropolitan, is in Toronto on vacation. He used to manage the Midtown before shifting westward. Eddie enters the RCAF on his return.

USA Censors Outgoing Films

There's a new kind of censorship being applied to Hollywood right now and it's certainly the most reasonable one ever imposed. Washington is behind it. USA officials won't stand to see Americans caricatured any longer in films going to other countries. People off this continent have a way of accepting our native characters as true to life when shown by the movies.

Back of this ban is the Office of the Co-ordinator of Inter-American Affairs, one of whose functions it is to see that nothing offensive to South American susceptibilities or unrepresentative of the American way of life is portrayed in films destined for the Latin-American market.

The Co-ordinator of Inter-American Affairs' office advocates the principle that American films are in reality ambassadors and "must accept the responsibility of faithfully representing the United States."

"Juke Girl," "City of Silent Men" and "Panama Hattie" failed to obtain an export permit from the Office of Censorship's Board of Review, and as a result will not be shown in Latin-American countries.

Threatened lynching sequences of white men in both "Juke Girl" and "The City of Silent Men" and the flippant portrayal of a sailor character in "Panama Hattie" were reported as responsible for the bans.

It makes Hollywood's task all the harder, since the Hays Office stopped the exaggerated characterization of people from other lands. When the Hays Office overlooked it, the ambassadors from those countries took the question up. The war has allowed some leeway in the matter of presenting German, Italian and Jap nationals in a bad light.

In the August issue of its publication "Hemisphere Reel News" is a statement emphasizing this policy: "A motion picture which portrays members of our armed forces other than men of courage and conviction is performing a disservice to the United States."

The article continues: "A motion picture which portrays the war effort in the United States as anything less than the determination of a free people to guard their freedom and to regain freedom for others is performing a disservice to the United States."

Canada, though it never protested, was always pictured as a country of forests, Mounties and backwoodsmen. "Captains of the Clouds" did much to help remove the idea and one day we will see Canadian city life pictured.

If the current attitude is maintained, we can expect to see stupid cops and drunken newspapermen vanish from the screens. It's time they did.

Fan Photos Shrink As Saving Measure

Publicity stills from film studios received their second war shrinking recently when the Public Relations Committee decided to ban all future mailings of 11 x 14 photos to the press as an economy measure. While 11 x 14's will be sent in rare instances in response to specific requests, from here on in, for the duration the 8 x 10 will be standard on all art mailings from every studio. Some weeks ago, the committee made its first cut when it eliminated the big and costly 16 x 20 stills from wartime issue.

Grierson, NFB Get 'New World' Boost

The National Film Board and its founder and head, John Grierson, received well-deserved praise when New World, the Canadian weekly illustrated magazine, devoted considerable space to pictures of the NFB at work and reading matter about its accomplishments.

NFB shorts, it read, play 900 theatres across Canada each month, 70 of these being French.

Paramount Meets In Toronto

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was the 15th year of Paramount News. Gordon Lightstone, Canadian general manager, acted as chairman.

Other speakers were Neil Agnew, general sales manager, who discussed the general quality of the product, saying that Paramount's lineup was unparalleled in the history of the company; and Bob Gillham, advertising head, who promised that the program would receive the finest exploitation support. He told of the elaborate way in which "Holiday Inn" was being pre-sold and said it was his intention to go all-out in attracting public and trade attention to the company's product.

Paramount men came from their posts in different parts of the Dominion to talk it over and meet the head office executives. Among the Canadians at the convention were Russell Simpson, Vancouver, B.C.; Bill Kelly, Calgary, Alta.; Dave Brickman, Winnipeg, Man.; Pat Hogan, St. John, N.B.; Tom Dowbiggin, Montreal, Que.; Jack Hunter, Bill O'Neil, Hugh Burns, Leo Haag, Harold Pfaff, Jack Bellamy, Bob Murphy and Win Barron, all from Toronto.

Three telegrams were read to the convention, one each from Y. Frank Freeman, in charge of production at the Coast, Barney Balaban, president of Paramount, and David Rose, English managing director.

Frank Morriss Here

Frank Morriss, screen critic of the Winnipeg Free Press, is in Toronto taking in things. He spent a while on the Square.

EXHIBITORS BOOKING ASSOCIATION

A thoroughly reliable, tried and proven buying and booking service for Independent Theatre Owners.

•

21 DUNDAS SQUARE
Toronto

Phone: Adelaide 4316 — Frank Meyers, Manager

FRED THOMPSON, Rex, London, held an anniversary night celebration. He distributed heralds in real good spots, advertising a "Big Surprise Party—Fun for All" and as an extra added attraction gave a snappy stage and screen show, with music, thrills, comedy and prizes. As each adult entered the theatre, he was given a number of which a duplicate was held. The number was called from the stage and the person holding the lucky number was asked to guess the name of a song that was being played from the stage. If the answer was correct, the winner was given a prize. A good time was had by all.

* * *

JACK ALEXANDER, Brock, Toronto, by way of a novelty, flashes "Household Hints" on the screen each week—the women folk love it. For the men Jack flashes a current joke or two.

Last week Jack invited the Dundas-Brockton softball team who won the Championship in this league, to be guests at the Brock for one night. The invitation was accepted and Jack and his theatre were accorded a hearty vote of thanks. As all the players live in this district, it got a nice hunk of publicity.

USA Raw Film Freeze Doesn't Affect Us

The order of the War Production Board of the United States freezing raw film stock will have no affect on the Canadian situation. The order commended that no more 35 mm. film be made available for commercial advertising via screen.

About ninety per cent of positive film, which is used for prints, is made in Canada, with all but the slightest amount of negative film, used in the camera, being imported. There is no evidence yet that the United States officials will check the use of the negative stock in Canada.

Canadian companies, such as Filmart and Associated Screen News, have turned out commercial trailers of various kinds, such as premium ads and short reels boosting motor and electrical company products. This has fallen off of late and the time has been devoted to making instructional reels.

Thompson Narrates

Corey Thompson handled narration for two special news clips prepared by Associated Screen Studios last week. One, entitled "Taxes to beat the Axis," was for the National Film Board, explaining the new income tax schedules, and the second for Consolidated Theatres, Montreal, "Columnist Leaves for the War Zone," was an interview with L. S. B. Shapiro prior to his departure for England as a war correspondent.

WHAT DID YOU DO?

CONTRIBUTED BY CANADIAN SHOWMEN FOR CANADIAN SHOWMEN

Contributions to this column will be greatly appreciated from any member of the motion picture industry, from coast to coast, whether he has chain affiliations or is strictly independent.

Address all letters to "What Did You Do?" c/o Film Weekly 21 Dundas Sq., Toronto, Ont.

STUART SMART, of the Capitol, Port Hope, is just what his name implies — Smart! Stuart keeps his eye peeled for opportunity and when it knocks—he's ready, willing and able.

At the ceremonies in connection with the launching of the minesweeper, "Port Hope," the chairman announced over the P.A. that officers and crew of the "Port Hope" were invited by the management of the Capitol theatre to attend the show that evening. Many favorable comments were forthcoming. Stuart also arranged with the National Film Board to send a cameraman to take pictures of the ceremonies in connection with the launching of the minesweeper and he covered it very thoroughly. Mr. Smart expects to do a lot of business on this one.

Along with "Roxie Hart," the Capitol is playing a Metropolitan Life Insurance reel on food and health. Metropolitan agents are distributing heralds to all their policy holders in the district.

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MURRAY ATKINS, Kenwood, Toronto, invited 100 soldiers to see "Sergeant York." The soldiers marched from Shaw street up to the theatre on Bloor street, a military band leading the parade. This created a lot of good will and the Kenwood got a very nice writeup in the daily papers.

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LOUIS SIMMONS, assistant manager at the Regent, Sudbury, arranged a large lobby display with two Jitterbugs "Going to Town." Copy read "Here are your Jive words translated into English." On a large card were printed 30 Jive words with the English translation. This setup attracts a great deal of attention particularly among the young folk.

On "The Spoilers" a stunt is being worked out with an exclusive jeweler's establishment, advertising based on raw gold and the finished product. Gold nuggets made by painting chunks of coal with gold paint will be displayed in the window. A large front is being built for the theatre, plugging the Klondike angle.

ERNEST REID, Assistant Manager of the Vanity, Windsor, had a street bally on "Pittsburgh Kid." Two very small boys with boxing gloves big enough for their grandfather, paraded with copy "We just saw Billy Conn, etc." The town folks liked it. The gloves were promoted from a sporting goods store.

On "Moonlight Masquerade" Ernie arranged a special Moonlight Masquerade number to be played by the orchestra at two central dance halls—playing only songs that contained the word "Moonlight" and after each song special mention of the theatre and playdates were given over the P.A. system.

For "They All Kissed the Bride" a display of stills was arranged in the lobby one week in advance and moved out front currently. Radio mention over a women's morning club, in advance and during the run. Jitterbug lessons were offered (from the picture) in the personal column of the newspaper. Heralds widely distributed completed the campaign.

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ON "The Fleet's In" Chuck Smith, Royal, North Bay, had a tieup with a music store which displayed sheet music and Jimmy Dorsey's recording from the picture. Radio spots, window and lobby display, and an offer of a free pass to the first sailor in uniform to enter the theatre during this showing brought satisfying publicity.

For "The Westerner," Chuch arranged a window and lobby display and a radio quiz on the story, accompanied throughout by Western music.

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BILL CUPPLES, Grand, Sudbury, planted displays well in advance for "Suez." Heralds and window cards went to the outlying districts. On "Shores of Tripoli" a P.A. system was rigged up with a horn on the marquee. The Marine Hymn was played intermittently for the three-day run This drew much attention and

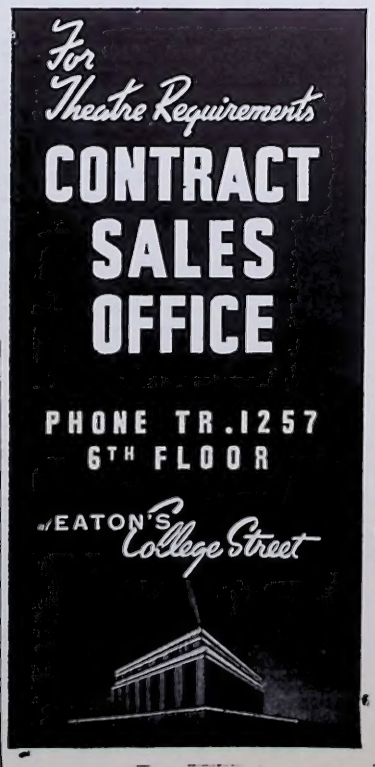
MANNIE SWADRON, Tivoli, Kingston, on his campaign for an "All laugh" program, placed one-sheets with appropriate copy in and around Barriefield Military Camp, carried through with 11 x 14's in key spots around town and finished up with a one-sheet board in front of the theatre that attracted considerable attention and held the passerby until contents were fully digested.

The copy was titled "RATION NOTICE" and read as follows—"In accordance with the wartime regulations, all patrons attending the showing of "At the Circus" with the Marx Bros. and "Miss Swiss" with Laurel and Hardy, will be restricted to 1001 laughs. Any patron violating the above ruling, is liable to pains in the sides or tearing of the eyes, or both. Furthermore, the manager will assume no responsibility whatsoever to patrons rolling out of their seats during the showing of these features."

Mannie says it was surprising to note how the above copy stopped the passersby and held their interest, until they had read it through, at which point they continued on their way with a grin from ear to ear. Nice going Mannie, it's tops.

Cast English Star

Anna Lee, English stage and screen actress featured in "How Green Was My Valley," has joined the notable list of players in the Paul Muni starrer, "Commandos Come at Dawn."



Clubs Back Columbia Series

Representatives of outstanding organizations interested in child welfare met at the Columbia Pictures home office in New York to select and endorse a new series of "Happy Hour" units for Columbia's juvenile matinee service for release next fall.

Among the societies represented were the General Federation of Women's Clubs, City Federation of Women's Clubs, Motion Picture Council of Central Queens, Motion Picture Council of Brooklyn, Daughters of the American Revolution, National Association of Music Clubs, International Federation of Catholic Alumnae, Campfire Girls, Parents Magazine, Parents-Teachers Association of Rutland, Vt., Boy Scouts, Christian Herald, Scarsdale Motion Picture Council, Child Life Magazine, Open Road for Boys Magazine, Young Men's Christian Association.

Columbia's "Happy Hour" Units, going into their sixth year, are the industry's only certified children's matinee service, and have been widely praised by exhibitors for their good will value. The programs selected by nationally recognized civic organizations are delivered to the theatres with their endorsement. Columbia has 80 units currently available composed of a balanced variety of short subjects. The new series will be announced shortly.

Notes From Warners Lot

Joan Leslie and Gig Young have been selected as the stars of a film to be based on "Broken Journey," a play by Andrew Rosenthal just acquired by Warners. The picture is to be produced by Benjamin Glazer.

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Robert Rossen, who has been a writer at the Warner Bros. Studio for more than five years, has been given a new contract that makes him a director as well as a writer.

Included in the long list of pictures for which Rossen has had full or partial author credit are "Marked Woman," "They Won't Forget," "A Child Is Born," "Dust Be My Destiny,' "The Roaring Twenties,' "The Sea Wolf" and "Blues in the Night."

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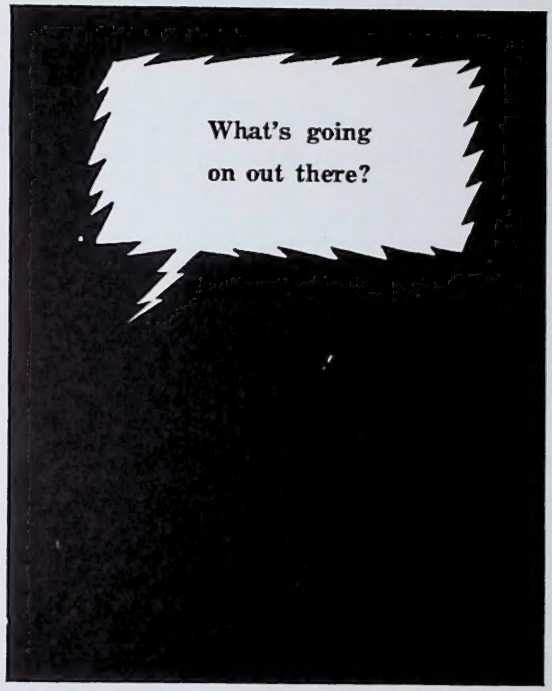
Ann Sheridan, Humphrey Bogart and John Garfield will have the leading roles in "Deep Valley," to be made from an original story by Dan Totheroh. The screen adaptation of his story will also be written by Totheroh.



Don't

Be in the Dark!

Read

Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Covering Canada's Film Front

United Artists Has Femme Exec

Hollywood has for many years relied on female talent for attracting the public but few women have stood out on the executive side. The first known case of a hired woman executive is Katharine Brown.

Hunt Stromberg, United Artists producer, has announced that he has appointed Miss Brown as executive vice-president of his film producing company, marking the first time in motion picture history that a woman will serve in such a capacity. For 10 years Miss Brown has been Eastern representative for David O. Selznick.

Under the terms of her Stromberg contract Miss Brown will have unusual latitude in the selection of future film stories and the artists who bring them to life on the screen.

Young in years, but a veteran in the theatrical field, Miss Brown is acknowledged as one of the industry's foremost authorities on books and plays, writing and acting talent.

Vitagraph Adsales Make Good Showing

Canadian adsales departments of Warner Bros. stand high in sales at the present moment. Of the thirty-seven Warner branches in the United States and Canada, those in the latter are spotted as follows: second place, Winnipeg (Sam Finkle); fourth, Montreal (Romeo Chevalier); sixth, Vancouver (Marvel Proudlock); tenth, Toronto (John Nye); twelfth; St. John (Harold E. Stirling); thirteenth, Calgary (Edward Martin).

Romeo Chevalier of the Montreal branch captured the second-place $75 prize in the recent "Drive of Champions."

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Snips and Snaps . . .

Soft Hearts, Too

Virginia Bruce and James Ellington in 20th Century-Fox's "Careful—Soft Shoulders."

Colleen

GERALDINE FITZGERALD — whose voice and presence have all that is loveliest in lasses, that hail from Dublin — is starred with Barbara Stanwyck, George Brent and Nancy Coleman in Warners', "The Gay Sisters."

Hollywood and Here

By TAP KEYES

Some of you may remember Phillips Holmes, a young actor who played in several minor films. He was killed in a recent RCAF plane crash at Armstrong, Ontario. . . . When the ex-Torontonian, Jackie Breen, returns to films in "Johnny Doughboy" he will play a 16-year-old former child star who lost his voice—which is the truth about himself. . . . The Nazis just played "Gone With the Wind" in Berlin. It wasn't the American film but one that showed Americans as low-class characters. The Nazis borrowed the name to fool the Germans that they were getting the real thing—a phase of the Nazi character that many Germans will awake to some time in the future. . . . Frank Buck, the Bring-'Em-Back-Alive man, will be seen in his newest, "Jacare," which is about the wilds of South America. We'd like to see a good animal picture. Hasn't been one around in quite a while.

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In case you missed it, Clark Gable is in the American army at 66 bucks per month. He's 41 years of age but will look much younger when he gives way to army regulations and gets rid of the toothbrush under his beak. . . . You hear a lot about the keen rivalry of actors but there's another side to the picture. Many a young actor has helped another. One actor got a chance at a film test and he needed a tux. Another heard about it, looked him up and lent him his soup-and-fish suit. The guy who needed it was Fred MacMurray and the one who provided it was Bob Hope—both unknowns then. When Dick Arlen got his first screen test a prop man stayed up with him all night teaching him pointers. A few years later the prop man, Charlie Barton, became a director. So you never can tell when to be nice and the best policy is to be nice all the time.

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Being a screenie meanie is no cinch. Eduardo Ciannelli, one of the screen's favorite villains, knows that. Every time he gets out of Hollywood he gets into trouble. Station detectives, searching the faces of incoming passengers for known crooks, pick him up. They remember his face as having been involved in shady doings and it takes regular explanations to make them understand that it's a film familiarity. . . . Ida Lupino will play the femme lead in "Arctic Convoy". . . . You'll see "Porgy and Bess" soon and hear the late George Gershwin's swell music. . . . Though George Sanders is under suspension at Fox, he has been loaned to MGM for a role in Kipling's "Kim," which stars Mickey Rooney. Sanders quit working because he said his schedule had been too heavy and he was tired. It's to be seen if he'll report to MGM.

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Cecil B. DeMille, now 61, is preparing his 66th picture. He goes a long way back and we hope he'll go a long way forward yet. . . . Who do you think will star in "Mme. Curie"? The old-timer, Ann Harding. . . . They're screen-testing John Garfield for the role of George Gershwin in "Rhapsody in Blue". . . . It's said that Randolph Scott will play the lead in Columbia's "The Commandos," which will be filmed partly in British Columbia. . . . Mickey Rooney will be in khaki soon. . . . When Dutch movie patrons hissed the picture of a Nazi leader, a German soldier jumped up on the stage and shouted: "I, a Nazi hero, challenge the man who made that last remark to come up here!" Out of the darkness came this reply: "I thought all you Nazi heroes were on the Russian front!"

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When Sue Carroll quit films she became an actor's agent, fell in love with Allan Ladd, and worked to make him a star. Now she has sold his contract for $10,000 to another agent. Not because she doesn't love him but because she does. She figured business relations might affect family ones and she refused to take the chance. Smart girl. . . . A spectator was startled when he heard one film he-man say to another: "I see you've changed your hair style. I like it better that way." The spec realized, however, that there was nothing sissy about it when it came to him that all this had to do with making a living. . . . An actor's hairline is a valuable boundary. Hollywood has plenty of fresh hair fiends. Boyer, Benny, Crosby and Astaire are among the lads who flaunt phoney thatches.

HOLLYWOOD Facts Between Acts

Joan Keeping Busy Answering Letters

HOLLYWOOD — Joan Fontaine has practically taken possession of the typewriter which Director Edmund Goulding keeps on "The Constant Nymph" set at Warner Bros. She uses it between scenes to type out personal letters and answers to fan mail.

Miss Fontaine is one movie star who serves as her own secretary. She learned typewriting in school, uses the touch system, and can match the speed of most professional typists.

She always keeps a machine in her dressing room at the studios, and devotes a part of each lunch hour to writing letters. Now that Goulding has a typewriter on the set, she's doing exceptionally well in keeping up with her mail.